

FY15 Conservation Campaign

Sports Marketing			
Message	Format	Flight Schedule	Fed Aid
Sportsmen/Conservationist ad	Radio & In-stadium	SEC Football (MSU & Ole Miss)	Yes
Sportsmen/Conservationist ad	Radio only	SEC Baseball (MSU & Ole Miss)	Yes
TV			
Message	Formats	Flight Schedule	Fed Aid
Hunter/Conservationist ad	News/Sports	Mid November - Mid January	No
Angler/Conservationist ad	News/Sports	Mid April - Mid June	No
Radio			
Message	Formats	Flight Schedule	Fed Aid
Hunter/Conservationist ads	Country/Rock/Talk	Mid November - Mid January	Yes
Angler/Conservationist ads	Country/Rock/Talk	Mid April - Mid June	No
Print			
Message	Format	Flight Schedule	Fed Aid
Conservationist ads	MS Outdoors Mag	FY 15	N/A
Conservationist ads	MS Sportsman	1 Fall/1 Spring	No
Conservationist ads	MS Farm Country Mag	Sept.-April	No